GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – CINEMAS – Permission to increase the rates of admission and show timings in all the six (6) Screens Multiplex of M/s Seavalley Resorts Private Limited, Visakhapatnam – Permission accorded - Orders – Issued.

HOME (GENERAL. A) DEPARTMENT

G.O.MS.No. 79 Dated: 10-05-2017

Read the following:

1. G.O.Ms.No.10, Home (General. A) Department, dated 19.01.2012.
2. From the Joint Collector & Licensing Authority, Visakhapatnam, (M) RC.No.403/2017/C1, dated 30.03.2017.

ORDER:

In the reference first read above, Government have enhanced the admission rates to all the six (6) Screens Multiplex of M/s Seavalley Resorts Private Limited, Visakhapatnam.

2. In the reference second read above, the Joint Collector & Licensing Authority, Visakhapatnam has stated that the Director, M/s Seavalley Resorts Private Limited, Visakhapatnam has submitted that they are extending highest standards and services through memorable theatre experience at their multiplex as they have installed latest equipment/systems for enhanced cinema viewing experience for the public. As such, the operation cost of the multiplex has significantly increased due to the hike in electricity charges, staff salaries, maintenance of theatres with superior safety and hygienic standards. Explaining these issues, the Director, M/s Seavalley Resorts Private Limited, Visakhapatnam has requested to permit them to screen additional shows between 09.00 AM to 02.00 AM, as the movies are being made of a shorter duration and with the use of the mechanized equipment by the housekeeping team, the cleaning time between the shows has vastly reduced and thereby facilitating them to program additional shows in the same length of time and it helps the organization for optimum utilization of existing infrastructure as the operational costs are higher as compared to regular theatre establishments and also requested for increase in ticket rates.

3. The Joint Collector & Licensing Authority, Visakhapatnam has requested that, necessary instructions/orders may be issued on the enhancement of rates of admission.

4. Government after careful examination of the proposal and in exercise of the powers conferred under sub rule 3 (c) of Rule 11(b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby permit fixing the rates of admission to all the six (6) Screens Multiplex of M/s Seavalley Resorts Private Limited, Visakhapatnam as indicated below:

SCREEN	**CLASS**	**NO. OF SEATS**	**CURRENT RATE OF ADMISSION AS PER G.O.MS.NO.10, HOME DT.19.01.2012.**		**PERMITTED RATE OF ADMISSION**	
			2D MOVIES	**3D Movies**	**2D MOVIES**	**3D Movies**
Screens 1 to 2	Royal	37	200	225	250	275
Screens 1-6	Executive	1129	125	150	175	200

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5. The Management is also permitted to screen additional shows between 09.00 AM to 02.00 AM in relaxation of Rules, subject to the conditions stipulated in the Annexure appended to this order which shall be strictly fulfilled and followed.

6. The Licensing Authority is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, the same may be reported to Government so that action will be taken automatically to withdraw the enhanced rates of admission accorded in para 4 above.

7. The Joint Collector, Visakhapatnam District is requested to incorporate the rates, class of admission and show timings in the Form-B Licence of (6) six Screens Multiplex of M/s Seavalley Resorts Private Limited, Visakhapatnam, immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Joint Collector & Licensing Authority, Visakhapatnam District.
The PS to Special Chief Secretary to Hon'ble Chief Minister.
The Management, M/s Seavalley Resorts Private Limited, Visakhapatnam.
P.S. to Principal Secretary to Government, Home Department.
SF/ SC.

//FORWARDED : : BY ORDER//

SECTION OFFICER

ANNEXURE TO G.O.MS. NO.79, HOME (GENERAL.A) DEPARTMENT, Dated: 10.05.2017.

CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar Theatre- Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with warm running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signages and painting to be completed at basement levels III & IV. There should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want keeping details of Taxi drivers for safety of women patrons.

A.R. ANURADHA
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